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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92052197
Party	Defendant Supercar Collectibles Limited
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THE UNITED STATES' FIRST & LARGEST PREPAID CALLING CARD MAGAZINE

PREMIERTM

TELECARD

CommemorativeTM
Edition

\$4.95

EDITION

1997 Volume 5 Number 3B

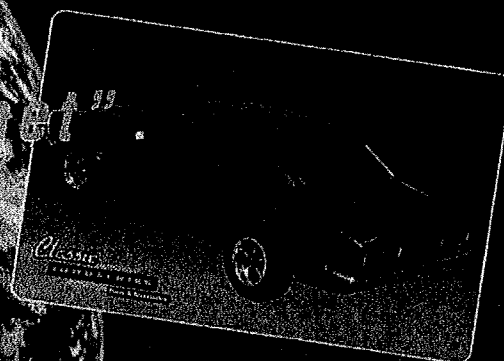
<http://www.premier-tele.com>

COPO Camaro

"One and only on the planet"

SWEEPSTAKES

page 12



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EXHIBIT PIR. 48
Def. For Identification
Consisting of 6 Page(s)
Witness Leonard
Date 10-25-11
Tami Lc, CSR 8716

COPO Camaro

1968 YENKO SC 427 8008

Classic
INDUSTRIES
Parts & Accessories



It's Our Call...

It's Growing Time Again

BjE Graphics & Publishing, Inc., publisher of Premier Telecard Magazine, America's first and largest telecard magazine, is again adding to its range of focus, this time with a new publication.

As a result, BjE is in the process of adding staff, equipment and space to its operation in order to accommodate the new 48-page magazine, which has an inauguration date of July, 1997.

BjE splashed onto the telecard scene with Premier Telecard magazine in July, 1993, when no other phonecard publication existed. The company went on to promote the country's first phonecard fair in March, 1994, and several other organizations have copied our success.

As the country's number one telecard publication, Premier Telecard magazine offers its international readership news stories, feature articles, and information for both casual and serious readers. Now a new industry will be on BjE's buffet of entertaining and informative publications.

As a way of providing the kind of quality our readers have learned to expect, Larry L. Graff has been

"Larry Graff... photographs have been published in Life and Time and other top magazines."

brought in to spearhead the new magazine as Assistant Publisher.

Graff brings to BjE an extensive background of experience and talent. He has published and edited several local and nationally distributed newspapers. His photographs have been published in *Life* and *Time* and other top magazines. Graff also has run a successful Internet design and consulting company.

His value to the new organization is expected to be extraordinary.

Also, published by BjE is Keith

Ellis' outstanding motivational book "The Magic Lamp." Written as a goal setting guide for those who hate goal setting, Ellis shares his secrets of wishing your way to success.

As a continuing policy of leadership in the prepaid phonecard industry, Premier Telecard magazine was also recently named the "Official Yenko Motorsports Magazine," which will target the classic automobile and racing worlds.

Similarly, PTM has been named the "Official Pictionary Tournament Magazine," which could result in a 1997 circulation increase for our magazine in the ten's of thousands. A portion of the proceeds will be given to programs supporting children and teens who are affected by AIDS in the family.

BjE is committed to excellence in everything it does, and its staff members are among the best in the industry.

Welcome To The Web

For those who are not already aware of the fact that BjE Graphics & Publishing, Inc. is on the Internet, Premier Telecard magazine has a web-site at <http://www.premier-tele.com>. For current information on the prepaid phonecard industry, usually on subject matter that is not in print anywhere else, browsers can access up-to-date news and feature articles on what is happening around the world.

We also welcome ideas that can be incorporated into Premier Telecard magazine. Items such as regional and local events that are tied into prepaid phonecards, or hard news items on changing laws, fly-by-night companies caught with their hands in the cookie jar, or any other unusual event that can be converted into a story, are always of interest to the PTM staff.

Our e-mail address is:
premier@premier-tele.com


From Our Readers

It is always nice to hear positive feedback about our work. Occasionally our humanity shows by making mistakes, but we try very hard to provide the best quality work possible. And, every now and then we receive some unsolicited accolades from those of you who appreciate our efforts.

In this instance, a woman from Kansas had never seen our publication before and was impressed with the product. She expressed her satisfaction by sending us a letter. It read: "I just wanted to say 'thank you' for featuring our Endurance Ride Card in your March/April issue. You did such an excellent job. I loved the story and the way you tied in the Pony Express history!"

"What's more... I loved your magazine in general. Sorry to say, but I had never seen an issue of Premier Telecard before. It's a wonderful magazine. Needless to say, I've decided to subscribe to Premier, and also purchase some of the back issues."

"I look forward to receiving future issues of Premier Telecard!!"

Kathleen Kirby-Dobbels
Once again, it's nice to hear from our readers. 

The Premier Team

Telefold Card Contacts

Ameritech	(312) 727-4385
Eclectic Enterprises	(205) 830-4142
Global Communications ...	(800) 949-4638
Grapevine	(415) 331-1298
MCI (Air Force)	(703) 902-6094
MCI (Eggs)	(770) 280-7185
Cards by Post	(01) 6286513
Premier Telecom	(800) 442-3838
Score Board Classics	(609) 354-9000

INTRODUCING THE

ONE AND ONLY ON THE PLANET

Billed as "The Rarest COPO Camaro In Existence," this 1968, 427 cubic inch Chevrolet is said to be a one-of-a-kind prototype. (COPPO stands for Central Office Production Order, see attached notation.)

Using this information as the basis for a promotional campaign to help preserve antique and historic automobiles, Yenko Motorsports of Vista, California has launched a sweepstakes, and the grand prize winner will take home this extremely rare automobile valued at \$500,000. The anticipated drawing date will be late October to early November, 1997.

Other prizes include jackets, T-shirts, \$1,000, \$500 and \$100 gift certificates, all issued by Classic Industries.

In commemoration of this event, Yenko issued three collector's sets of phonecards. Series One contains two cards, one with a face value of 40 minutes and the other with 10 minutes. Series Two and Three have two cards each with face values of 25 minutes per card. The Series One set was issued in 7,000 units and is the only set of the three that is rechargeable.

been pampered by its owners every step of the way. Although none of them understood the full significance of the vehicle, that is, until recently.

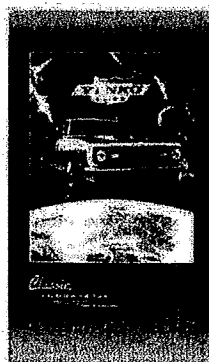
As the story goes, in the mid 1960s Don Yenko earned his reputation as a fiercely competitive road racer, driving specially prepared racing Corvettes. He was also a franchised Chevrolet dealer in Cannonsburg, Pennsylvania.

His experience both as a racer and auto dealer convinced

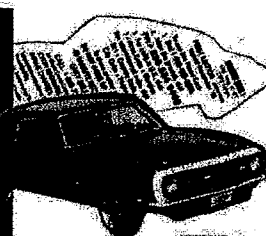
SERIES



7,000
Mintage
Rechargeable



"One And Only On The Planet" Commemorative Poster and Limited Edition Phone Card Collector Series were created to achieve a heightened public awareness to preserve the hobby of restoring and collecting classic automobiles.



Yenko Series One
Issuer: Yenko Motorsport
Carrier: Global Comm. Network
Face Value: 40 minutes
Release Date: December, '96
Limited to: 7,000 Rechargeable: Yes

able. Sets two and three each have a 1,500 mintage.

The history of the vehicle will undoubtedly add a great deal to the public interest in the phonecard, as well as the sweepstakes. It is a tale that could be nearly equivalent to discovering the location of the Lost Dutchman's Mine, gold and all, in the event that it is ever found.

According to Larry Weiner, who is organizing the promotional campaign for Yenko Motorsports, the car exchanged hands several times over the years. But because of its special status as a limited edition vehicle, it has reportedly

him there was a niche market for modestly priced, fully prepared American road racing cars. He was sure that many enthusiasts would gladly buy a race-ready car rather than take the time and expense to build one.

Yenko decided to gamble on this belief and approached Chevrolet with the idea, and he was authorized to design and build a 1966 Corvair Corsa, which he labeled the Yenko Stinger.

The program was so successful that Yenko decided to move into the Camaro market when Chevrolet introduced the popular vehicle in 1967.

In order to make his proposal of a high performance Camaro production vehicle more palatable to GM officials, Yenko offered to guarantee a minimum purchase in an amount that would justify the project. They agreed.

Yenko capitalized on his relationship and track record with General Motors to entice the company into another special project, but there was one hitch. General Motors corporate policy placed a 400 cubic inch ceiling on production vehicles, despite the fact that both Ford and Chrysler had cars featuring engines exceeding that displacement.

Overcoming that obstacle took some ingenuity (see side

small 427 emblems and a custom fiberglass hood. By today's standards, the car was quite unremarkable in appearance.

Fell believed the vehicle was just what he was looking for and purchased it, setting in motion an odyssey that would take decades to complete.

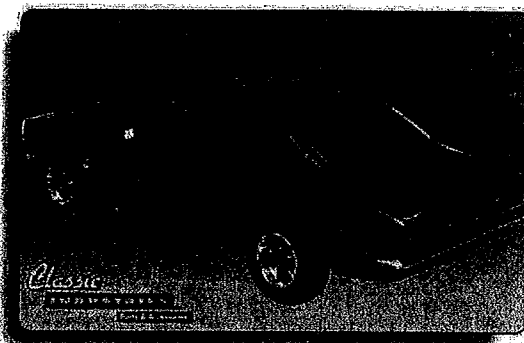
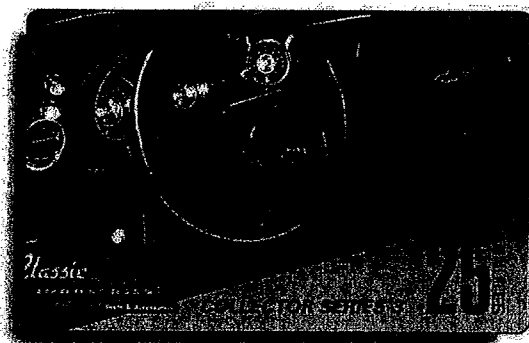
Several years ago, David Heth of Dallas, Texas, current President of Yenko, answered an ad in Hemmings Motor News, which specializes in classic automobiles. He was looking for one of the remaining Yenko Camaros that were becoming more and more rare.

After a few questions, Heth was satisfied that the car for

SERIES



1,500
Mintage



note included on this page), but the 427 Chevrolet engine was born, and Yenko completed installation of the super power plants on 64 1968 vehicles before returning to the factory with yet another proposal.

He convinced GM to do the engine installation on the assembly line rather than to have him swap the engines at his dealership, which was a normal procedure in those days with special edition vehicles.

An extra benefit for consumers to building a factory production model, Yenko reasoned, was the factory warrantee that would inevitably go with the car. Full factory support essentially assured the financial success of the project.

As a result, an estimated 201 COPO 427 Camaros were factory built in 1969 under the code name Excalibur. The cars became known as the Yenko 427 COPO Camaro. The program was not repeated, leaving the car as a one-year offering, and virtually all the cars have been accounted for.

The first owner of a COPO Camaro was reportedly a man by the name of Michael Fell, a recently returned Vietnam jet fighter pilot looking to purchase a car with a performance level that could give someone with his military background a thrill.

The time period was December, 1968 and the location was Jay Kline's Chevrolet in Minneapolis, Minnesota. The car actually bordered on plain, except for a few modest red, white and blue badges proclaiming the Yenko name, three

"The COPO Camaro is a romantic relic of the past and probably will never be reproduced in a modern version."

sale was authentic. The seller stated that it was unequivocally a genuine 1968 Yenko 427 Camaro, and that he could substantiate the legitimacy of the car. Not only could he provide Heth with the original Chevrolet Protect-O-Plate warrantee booklet, but he also had the factory build sheet.

Since the car owner was reaching the final stage of negotiation with another interested party, Heth made an offer over the phone and purchased it sight unseen rather than lose it.

When the car was delivered, he noticed that the factory build-sheet issued with the car reflected something unusual. The codes on the sheet indicated that he may have had in his possession something other than a regular 1968 Yenko 427 engine conversion.

While this factory yellow onion skin sheet was undoubtedly seen by each previous owner as it changed hands over the years, either nobody took the time to read it thoroughly or the meaning of the codes were a mystery until the right person came along to decipher them.

Through the use of the manufacture codes, Heth concluded that his find could be factory prototype COPO 9737 1001, a previously unknown missing link between the 1968 Camaros that Yenko converted to 427 in his dealership and the 1969 factory built 427 COPO cars.

Careful examination of the parts used in the build up of this car and the numbers assigned to them indicated that this was the prototype for the entire run of 1969 cars that nobody knew existed. If there was any chance this may be the case, it was going to have to be proven beyond a reasonable doubt before it would have serious significance.

By obtaining access to General Motors engineering archives through the help of company engineers, Heth indeed found out that the car was in fact the prototype of the Excalibur that had been built a generation earlier.

While there may be Chevrolet representatives who believe that as many as three of these cars were built, this is the only documented surviving "missing link." There is little question about its authenticity, and it is one of the

rarest muscle cars ever built. Its very existence and history also supports the belief that secret projects were developed by General Motors engineers over the years, which leaves the door open for other automobile treasure hunts.

The 1968 missing link, which has since become known as the "One And Only On The Planet," is still owned by Heth. And, it is now the centerpiece to the Yenko sweepstakes program and is expected to be displayed at GM Headquarters in Detroit after a brief tour of the country.

This represents a certain poetry, since the car's final public showing nearly 30 years after it was built will be at the home of its sponsor and developer, General Motors. The prodigal child has returned. **PT**

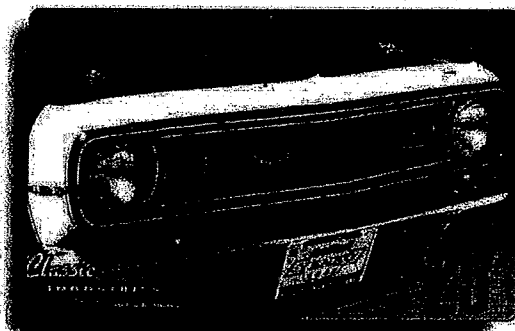
Editors Note:

Yenko Motorsports of Vista, California recently authorized Premier Telecard Magazine to be the Official Yenko Motorsports Magazine, giving PTM an exclusive on the Yenko story, on the results of the sweepstakes, and on phonecard information regarding the Yenko company. PTM leads the industry again in its attempt to be on the forefront of prepaid calling card issues.

SERIES



1,500
Mintage



The Car That Was Nearly Not Built

Missing Link

1968 Yenko

Custom Edition
Engine Exchange
64 built

1968 Yenko COPO Camaro
Factory Prototype
"One of a Kind"

1969

Factory COPO
Camaros
201 built

According to Larry Weiner, the Yenko Camaro idea had to slip by corporate officials before it could be produced. Key people at the mid-level of the company were enthusiastic about the project but apparently believed the upper tier of management would either stall or kill production based on typical corporate bottom line financial orientation. As a result, some maneuvering had to occur if the car was going to get built.

"Once all of the engineering for the Excalibur project was completed," Weiner said, "the cars were manufactured covertly as COPOs (Central Office Production Order) to avoid scrutiny from management, and the engine used in the project was coded MV 427 on all of the paperwork, [apparently to hide the fact the displacement exceeded the corporate ceiling]. This ploy got the program out of the door and into the waiting hands of Don Yenko and the approximately 25 franchised Chevrolet dealers who sold his special edition cars."

It also may be of some interest to note the person-

ality of the car and the times. The 1950s marked the beginning of the hot rod age. By the end of the 60s, the street rod phenomenon had worked its way into the mainstream corporate world.

Fast cars for street use were no longer a pastime for shade tree mechanics as they had been a decade earlier. The Shelby Ford Mustang was another example of big money taking an interest in what had previously been viewed as a teenage fad.

Another reason these cars draw so much attention is because today's market is driven by foreign competition, which has dramatically changed the complexion of the American automobile industry.

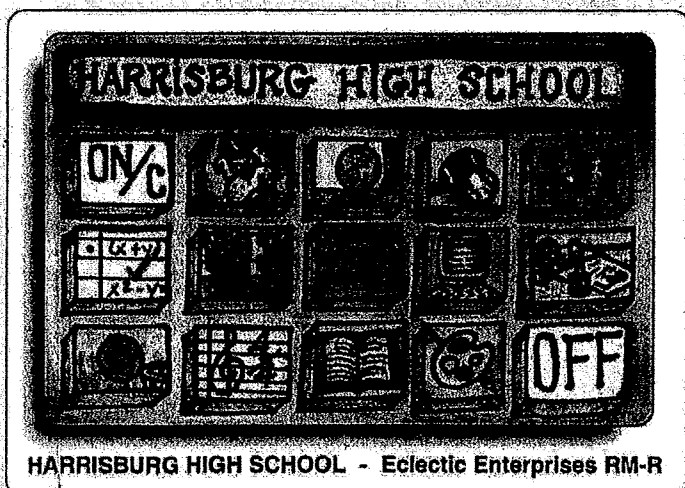
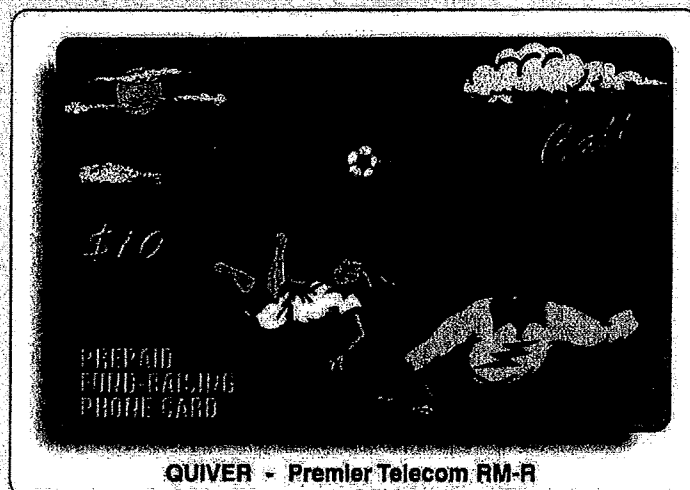
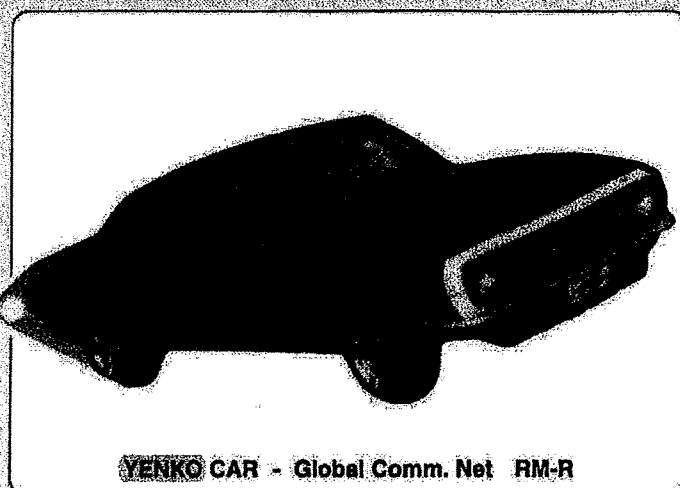
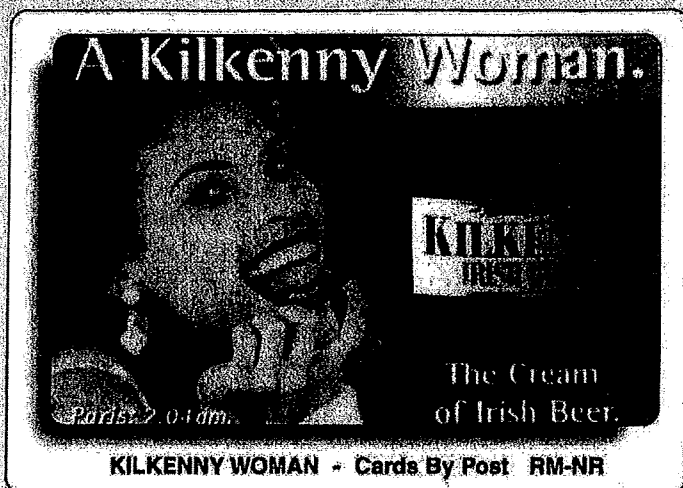
A major change in world oil prices and the use of new building materials have also affected the design and engineering of vehicles.

The COPO Camaro is a romantic relic of the past and probably will never be produced in a modern version. **PT**

Premier Cards

Volume 5 • Number 3

May/June 1997



"ONE AND ONLY ON THE PLANET"™ SWEEPSTAKES



Win!
this rare
**One And Only
Camaro!**



Classic

INDUSTRIES

Parts & Accessories

EXHIBIT PIC. 49
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Date 10-25-11
Tami Le, CSR 8716

HERE'S YOUR CHANCE TO OWN A **"ONE AND ONLY ON THE PLANET"**

Here's what you can win!

The Grand Prize

1968 YENKO SC 427 #8008 COPO CAMARO 9737/1001

TOP SECRET FACTORY DOCUMENTS REVEAL THIS 1968 YENKO CAMARO IS A 427 COPO, FACTORY SUPER/STOCK PROTOTYPE, WHICH MAKES IT:

The rarest documented Yenko (Of the Classic Drag Racing Marque)

The rarest documented collectible Camaro (Super Stock/High Performance)

The rarest documented COPO Chevrolet (Central Office Production Order Hi-Perf. Prototype)

NEVER BEFORE...

has a unique collection of automobilia, offer the opportunity to literally own the rare classic it commemorates. Add the Limited Edition Collector Card Series and commemorative poster to your collection today. They also make the perfect gift for any musclecar enthusiast. Don't delay, they're available for a limited time only.

First Prize

\$1,000.00 Classic Industries Gift Certificate

Second Prize

\$500.00 Classic Industries Gift Certificate

5 Third Prizes

\$100.00 Classic Industries Gift Certificates

25 Fourth Prizes

Classic Industries Jackets

50 Fifth Prizes

Classic Industries T-Shirts



"Limited Edition"

Premium Phone Card Collector Series

SAVE UP TO \$6% ON LONG DISTANCE CALLS MADE AWAY FROM HOME!

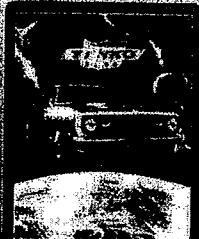
The ultimate in convenience! They're easy to use! No more digging for coins at a phone booth! Plus, they're the perfect gift! Collect one or collect all three prepaid calling card sets featuring sensational full color images of the "One And Only On The Planet". Each set in the collector series includes two "limited edition" numbered calling cards with a total of 50 actual minutes of Long Distance Phone Service along with a collectible numbered sweepstakes entry ticket. Low numbered, "First Editions" are going fast! Order yours today, before word leaks out to "Serious Collectors".

Series 1 Phone Card Set



Includes 2 unique phone cards and 1 sweepstakes ticket!

Card 1 Features a unique miniature close-up image of the "One And Only On The Planet" 1968 Yenko COPO Camaro. Card 2 Features a unique miniature close-up image of the "One And Only On The Planet" 1968 Yenko COPO Camaro.



Series 2 Phone Card Set

Includes 2 collectible phone cards and 1 sweepstakes ticket!

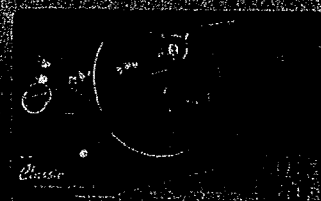
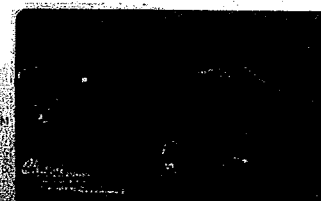
Card 1 Contains the power of the "One And Only On The Planet" nothing less than the factory installed L72-427 engine that set the standard for performance then and now!



Series 3 Phone Card Set

Includes 2 collectible phone cards and 1 sweepstakes ticket!

Card 1) Showcases the crouched, muscular rear 3/4 view of the "One And Only On The Planet" with its repulse ready to move the competition!



49.2

Camaro

Full Color Catalog

Over 500 Color Pages!

Includes Over 400 Pages of Products!

Covers 1967 thru 1972

Lowest Price Guarantee!



Firebird/Trans-Am

Full Color Catalog!

Over 400 Pages of Products!

Includes 1967 thru 1996

Money Back Guarantee!



Parts and Accessories

First All Color Nova Catalog Ever Published!

Includes Over 300 Pages of Products!

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100% Satisfaction Guaranteed!



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preserve the hobby
of restoring and
collecting classic
automobiles.

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